

Rep Order# 6809432 **Ver#** 9 **Status** Revised **Traffic Order#** **Printed:** 08/09/2012 8:35 AM 1 of 6
EC'd Yes **Last Received:** 08/08/2012 9:53 AM
Showing Buylines: All Lines

Station	KOB-TV ALBUQUERQUE, NM.	Agency	() STRATEGIC MEDIA SERVICE	Rep Firm	
Advertiser	() .NRSC		1023 31ST NW, 4TH FL	Sales Office	() PHILADELPHIA
Product	NRSC 10/3-10/9		WASHINGTON, DC 20007	Salesperson	() MELISSA PALOMBO
Estimate#		Agency C/P1/P2/E		Salesperson Phone#	215-344-1811
Buyer	NEIL WILLIAMS	Flight Dates	10/03/2012 - 10/09/2012	Salesperson FAX#	
Phone#		Hiatus Weeks			
Fax#					

--- CONTRACT COMMENT ---

ORDER #7137 SC=**

REMARKS ---

ISSUE TO SHOW SPOT N/A LN 29. LN 41 ADDED AS MKGD

TOTAL, REMAINS SAME

PLS. CONF. ASAP.

THANKS

THERESA

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	1	TH	5A-530A	Buyline Comment: NEWS	:30	\$350.00	10/04-10/04	1	1	1	\$350.00	
	2	M	5A-530A		:30	\$350.00	10/08-10/08	1	1	1	\$350.00	
	3	W,F	530A-6A	Buyline Comment: NEWS 1/DAY	:30	\$600.00	10/03-10/05	2	1	2	\$1,200.00	
	4	TU	530A-6A		:30	\$600.00	10/09-10/09	1	1	1	\$600.00	
	5	W-F	6A-7A	Buyline Comment: NEWS TODAY 1/DAY	:30	\$850.00	10/03-10/05	3	1	3	\$2,550.00	
	6	M-TU	6A-7A		:30	\$850.00	10/08-10/09	2	1	2	\$1,700.00	

--- CONTRACT COMMENT ---

ORDER #7137 SC=**

REMARKS ---

ISSUE TO SHOW SPOT N/A LN 29. LN 41 ADDED AS MKGD

TOTAL, REMAINS SAME

PLS. CONF. ASAP.

THANKS

THERESA

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	1	TH	5A-530A	Buyline Comment: NEWS	:30	\$350.00	10/04-10/04	1	1	1	\$350.00	
	2	M	5A-530A		:30	\$350.00	10/08-10/08	1	1	1	\$350.00	
	3	W,F	530A-6A	Buyline Comment: NEWS 1/DAY	:30	\$600.00	10/03-10/05	2	1	2	\$1,200.00	
	4	TU	530A-6A		:30	\$600.00	10/09-10/09	1	1	1	\$600.00	
	5	W-F	6A-7A	Buyline Comment: NEWS TODAY 1/DAY	:30	\$850.00	10/03-10/05	3	1	3	\$2,550.00	
	6	M-TU	6A-7A		:30	\$850.00	10/08-10/09	2	1	2	\$1,700.00	

Showing Buylines: All Lines

Station KOB-TV ALBUQUERQUE, NM.
Advertiser () NRSC
Product NRSC 10/3-10/9
Estimate#
Buyer NEIL WILLIAMS
Phone#
Fax#

Agency () STRATEGIC MEDIA SERVICE
1023 31ST NW, 4TH FL
WASHINGTON, DC 20007
Agency C/P1/P2/E
Flight Dates 10/03/2012 - 10/09/2012
Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () MELISSA PALOMBO
Salesperson Phone# 215-344-1811
Salesperson FAX#

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	-----	-----	---	---	-----	---
	7	W-F	7A-9A Buyline Comment: TODAY 1/DAY		:30	\$850.00	10/03-10/05	3	1	3	\$2,550.00	---
	8	M-TU	7A-9A Buyline Comment: TODAY 1/DAY		:30	\$850.00	10/08-10/09	2	1	2	\$1,700.00	
	9	W-F	12P-1P Buyline Comment: NOON NEWS 1/DAY		:30	\$400.00	10/03-10/05	3	1	3	\$1,200.00	
	10	TU	12P-1P Buyline Comment: NOON NEWS		:30	\$400.00	10/09-10/09	1	1	1	\$400.00	
	11	W-F	3P-330P Buyline Comment: INSIDER 1/DAY		:30	\$400.00	10/03-10/05	3	1	3	\$1,200.00	
	12	M-TU	3P-330P Buyline Comment: INSIDER 1/DAY		:30	\$400.00	10/08-10/09	2	1	2	\$800.00	
	13	W-F	330P-4P Buyline Comment: INSIDE ED 1/DAY		:30	\$400.00	10/03-10/05	3	1	3	\$1,200.00	
	14	M-TU	330P-4P Buyline Comment: INSIDE ED 1/DAY		:30	\$400.00	10/08-10/09	2	1	2	\$800.00	
	15	W-F	4P-5P Buyline Comment: JUDGE JUDY 1/DAY		:30	\$400.00	10/03-10/05	3	1	3	\$1,200.00	
	16	M-TU	4P-5P Buyline Comment: JUDGE JUDY 1/DAY		:30	\$400.00	10/08-10/09	2	1	2	\$800.00	

Rep Order#	6809432	Ver#	9	Status	Revised
EC'd	Yes				

Traffic Order#

Printed: 08/09/2012 8:35 AM
Last Received: 08/08/2012 9:53 AM
Showing Buylines: All Lines

Station KOB-TV ALBUQUERQUE, NM.

Advertiser () NRSC

Product NRSC 10/3-10/9

Estimate#

Buyer
NEIL WILLIAMS

Phone#

Fax#

Agency () STRATEGIC MEDIA SERVICE

1023 31ST NW, 4TH FL

WASHINGTON, DC 20007

Agency C/P1/P2/E

Flight Dates 10/03/2012 - 10/09/2012

Hiatus Weeks

Rep Firm

Sales Office () PHILADELPHIA

Salesperson () MELISSA PALOMBO

Salesperson Phone# 215-344-1811

Salesperson FAX#

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	-----	-----	-----	---	-----	-----	-----
	17	W-F	5P-530P Buyline Comment: NEWS 5 1/DAY		:30	\$600.00	10/03-10/05	3	1	3	\$1,800.00	
	18	M-TU	5P-530P Buyline Comment: NEWS 5 1/DAY		:30	\$600.00	10/08-10/09	2	1	2	\$1,200.00	
	19	W-F	6P-630P Buyline Comment: NEWS 6 1/DAY		:30	\$800.00	10/03-10/05	3	1	3	\$2,400.00	
	20	M-TU	6P-630P Buyline Comment: NEWS 6 1/DAY		:30	\$800.00	10/08-10/09	2	1	2	\$1,600.00	
	21	W-F	630P-7P Buyline Comment: NEWS 630 1/DAY		:30	\$700.00	10/03-10/05	3	1	3	\$2,100.00	
	22	M-TU	630P-7P Buyline Comment: NEWS 630 1/DAY		:30	\$700.00	10/08-10/09	2	1	2	\$1,400.00	
	23	W,F	10P-1035P Buyline Comment: L NEWS 1/DAY		:30	\$1,100.00	10/03-10/05	2	1	2	\$2,200.00	
	24	M-TU	10P-1035P Buyline Comment: L NEWS 1/DAY		:30	\$1,100.00	10/08-10/09	2	1	2	\$2,200.00	
	25	W,F	1035P-1135P Buyline Comment: TONIGHT 1/DAY		:30	\$500.00	10/03-10/05	2	1	2	\$1,000.00	

Showing Buylines: All Lines

Station KOB-TV ALBUQUERQUE, NM.
Advertiser () NRSC
Product NRSC 10/3-10/9
Estimate#
Buyer NEIL WILLIAMS
Phone#
Fax#

Agency () STRATEGIC MEDIA SERVICE
1023 31ST NW, 4TH FL
WASHINGTON, DC 20007
Agency C/P1/P2/E
Flight Dates 10/03/2012 - 10/09/2012
Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () MELISSA PALOMBO
Salesperson Phone# 215-344-1811
Salesperson FAX#

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	-----	-----	-----	---	-----	-----	-----	-----	-----	-----	-----
	26	M-TU	1035P-1135P	TONIGHT 1/DAY Buyline Comment: TONIGHT	:30	\$500.00	10/08-10/09	2	1	2	\$1,000.00	
	27	M	9P-10P	ROCK CENTER Buyline Comment: ROCK CENTER	:30	\$2,000.00	10/08-10/08	1	1	1	\$2,000.00	
	28	SA-SU	10P-1030P	WKEND L NEWS 1/DAY Buyline Comment: WKEND L NEWS	:30	\$1,100.00	10/06-10/07	2	1	2	\$2,200.00	
	*29	SA	5A-7A	SAT AM NEWS SPOT N/A Sales Remark: V9 SPOT N/A V7 More than 2 codes changed V9 More than 2 codes changed	:30	\$500.00	10/06-10/06	0	0	0	\$0.00	
	*30	SA	6P-630P	SAT E NEWS SPOT N/A V7 More than 2 codes changed	:30	\$500.00	10/06-10/06	0	0	0	\$0.00	
	*31	SA	630P-7P	NEWS 630 SPOT N/A V7 More than 2 codes changed	:30	\$300.00	10/06-10/06	0	0	0	\$0.00	
	32	SA	1035P-1205A	SUN TODAY SPOT N/A Buyline Comment: SNL	:30	\$700.00	10/06-10/06	1	1	1	\$700.00	
	*33	SU	7A-8A	SUN TODAY SPOT N/A V7 More than 2 codes changed	:30	\$500.00	10/07-10/07	0	0	0	\$0.00	

Showing Buylines: All Lines

Station KOB-TV ALBUQUERQUE, NM.
Advertiser () NRSC
Product NRSC 10/3-10/9
Estimate#
Buyer NEIL WILLIAMS
Phone#
Fax#

Agency () STRATEGIC MEDIA SERVICE
1023 31ST NW, 4TH FL
WASHINGTON, DC 20007
Agency C/P1/P2/E
Flight Dates 10/03/2012 - 10/09/2012
Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () MELISSA PALOMBO
Salesperson Phone# 215-344-1811
Salesperson FAX#

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	-----	-----	---	---	-----	---
	*34	SU	8A-9A	Buyline Comment: CHRIS MATTHEWS SPOT N/A V7 More than 2 codes changed	:30	\$250.00	10/07-10/07	0	0	0	\$0.00	
	35	SU	9A-10A	Buyline Comment: MEET PRESS	:30	\$600.00	10/07-10/07	1	1	1	\$600.00	
	*36	SU	430P-5P	Buyline Comment: SUN EVE NEWS TP CHANGED V7 More than 2 codes changed	:30	\$350.00	10/07-10/07	1	1	1	\$350.00	
	37	SU	5P-615P	Buyline Comment: FOOTBALL NIGHT	:30	\$800.00	10/07-10/07	1	1	1	\$800.00	
	38	SU	615P-930P	Buyline Comment: SUN NITE FOOTBALL	:30	\$2,700.00	10/07-10/07	1	1	1	\$2,700.00	
	*39	W	8P-9P	Buyline Comment: LAW & ORDER:SVU MKGD FOR SPOTS N/A LNS 30-31,33-34 V7 Added	:30	\$1,200.00	10/03-10/03	1	1	1	\$1,200.00	
	*40	W-F	5A-530A	Buyline Comment: NEWS MKGD FOR SPOTS N/A LNS 30-31,33-34 V7 Added	:30	\$350.00	10/03-10/05	1	1	1	\$350.00	
	*41	TH	1035P-1135P	Buyline Comment: TONIGHT SHOW MKGD FOR SPOT N/A LN 29 Sales Remark: V9 MKGD FOR SPOT N/A LN 29 V9 Added	:30	\$500.00	10/04-10/04	1	1	1	\$500.00	

Station KOB-TV ALBUQUERQUE, NM.
Advertiser () .NRSC
Product NRSC 10/3-10/9
Estimate#
Buyer NEIL WILLIAMS
Phone#
Fax#

Agency () STRATEGIC MEDIA SERVICE
1023 31ST NW, 4TH FL
WASHINGTON, DC 20007
Agency C/P1/P2/E
Flight Dates 10/03/2012 - 10/09/2012
Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () MELISSA PALOMBO
Salesperson Phone# 215-344-1811
Salesperson FAX#

---REPORT TOTALS---

Report Totals: 68 / \$46,900.00

---SALES MONTHLY TOTALS---

Oct 12: 68 / \$46,900.00
Sales Totals: 68 / \$46,900.00
Station Totals: 68 / \$46,900.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

CABL	0%	KASA	0%	KASY	0%	KLJZ	0%	KOAT	33%
KOB	35%	KRQE	32%	KTEL	0%	KWBQ	0%		

---COMPETITIVE COMMENTS---

SHARES EST. EXACT COMP TO FOLLOW

Books NOV11
Demos RA35+